

**THE CONSTRUCTION OF MEANING BEAUTY WOMEN'S
IDEAL (SEMIOTIC ANALYSIS IN GARNIER SAKURA
WHITE ADVERTISING)**



**Compiled as one of the requirements of completing the Study of Bachelor Degree on
Communication Science Program Communication and Informatics Faculty**

By:

PUTRI DAMAR SANTI

L100154001

**COMMUNICATION SCIENCE PROGRAMS
COMMUNICATION AND INFORMATICS FACULTY
UNIVERSITY OF MUHAMMADIYAH SURAKARTA
2020**

APPROVAL PAGE

**THE CONSTRUCTION OF MEANING BEAUTY WOMEN'S IDEAL
(SEMIOTIC ANALYSIS IN GARNIER SAKURA WHITE ADVERTISING)**

SCIENTIFIC PUBLICATION

by:

PUTRI DAMAR SANTI

L100154001

Has been reviewed and approved to be tested by:

The Supervisor,


Yudha Wirawanda, MA
NIK. 1747

CONFIRMATION PAGE

**THE CONSTRUCTION OF MEANING BEAUTY WOMEN'S IDEAL
(SEMIOTIC ANALYSIS IN GARNIER SAKURA WHITE ADVERTISING)**




BY

PUTRI DAMAR SANTI

L100154001

**Has been maintained in front of the Examiner's Board
Communication and Informatics Faculty
University of Muhammadiyah Surakarta
On March 6th 2020
and declared eligible**

Examiner's Board:

- | | | | |
|---|---|---|---|
| 1. Yudha Wirawanda, MA
(Head of The Examiner's board) | (|  |) |
| 2. Dr. Fajar Junaedi
(Member I of The Examiner's board) | (|  |) |
| 3. Vinisa Nurul Aisyah M.I.Kom
(Member II of The Examiner's board) | (|  |) |

The Dean,



**Nurghatna, Ph.D
NIK. 881**

STATMENT

With this I declare that in this scientific publication there is no work ever submitted for a degree at a university and as long as I know there is no work or opinion ever written or published by any other person, except in writing referenced in the paper and mentioned in references list.

If later there is proved untruth in my statement above, then I will be fully responsible.

Surakarta, 21 February 2020



PUTRI DAMAR SANTI

L100154001

THE CONSTRUCTION OF IDEAL FEMALE BEAUTY MEANING (SEMIOTIC ANALYSIS IN GARNIER SAKURA WHITE ADVERTISING)

Abstrak

Garnier Sakura White adalah salah satu produk kecantikan pemutih kulit yang ditujukan kepada remaja. Produk ini mencoba menawarkan cara untuk memutihkan kulit dengan cara yang lebih cepat dan lebih mudah. Peneliti mencoba menelaah arti kecantikan ideal bagi kamu wanita khususnya remaja putri.. Penelitian ini menjadi menarik karena model yang ditampilkan selalu remaja, berkulit putih dan kencang, yang sedikit berbeda dengan konstukri kecantikan wanita Indonesia yang sebenarnya.. Penelitian ini menggunakan analisis semiotik Roland Barthes dan gesture, ekspresi wajah dalam potongan gambar (scene) maupun dialog yang terdapat dalam iklan "Sakura White". Objek penelitian ini adalah iklan Garnier Sakura White, yang dibintangi oleh Pevita Pearce, Chelsea Islan, dan Mint Chalinda. Teori yang digunakan dalam penelitian ini mencakup penandaan denotasi, konotasi dan mitos terhadap simbol dan tanda yang merepresentasikan kecantikan. Hasil dari penelitian ini adalah dalam tiga iklan terdapat konstruksi kecantikan yang berasal dari budaya barat, yaitu wanita yang memiliki kulit putih, memiliki wajah yang bersinar dan berbeda langsing. Ketiga kategori tersebut tidak mencerminkan konstruksi kecantikan alami wanita Indonesia yang memiliki konstruksi kecantikan berbeda pada setiap suku bangsa.

Kata kunci: kecantikan, konstruksi, semiotika, wanita indoensia.

Abstract

Garnier Sakura White is one of the skin whitening beauty products aimed for teenagers. This product is trying to offer a way to whiten the skin in a faster and easier way. The researcher is study the ideal beauty meaning for women especially young women.. This research is become interesting because the models are shown always teenagers, white and toned, which is slightly different from the actual beauty of Indonesian women. This research used semiotic analysis of Roland Barthes and gestures, facial expressions in the scene as well as dialogue contained in the "Sakura White" advertisement. The object of this study was the advertisement of the Garnier Sakura White starring by Pevita Pearce, Chelsea Islan, and Mint Chalinda. The theory used in this study includes marking of the denotings, connotations and myths of symbols and marks representing beauty. The result of this study in the three advertisements is there is a beauty construction derived from the Western culture, namely women who have white skin, have a face that shines and do slim. These three categories do not reflect the natural beauty construction of Indonesian women who have different beauty constructions on each ethnic group.

Keywords: beauty, construction, semiotic, indonesian women.

1. INTRODUCTION

Advertisement is a form of non-personal presentation, promotion of ideas, promotion of products/goods or services promotion performed and paid by several sponsors. Advertisement have the "push" and "persuade" properties so we remember, like, choose and then buy them. Advertising is an activity of delivering news based on advertisers' willingness to make the products or services is remembered, preferred, selected and purchased. Advertisement is aimed at the crowd. Advertising is beneficial to give a persuasive influence

in introducing products especially the concept of audio visual or television advertising (Basu, 2014).

In making advertisement, things that have important roles are models. Advertisement that use female models more easily captivate the viewer to buy the product (Sudaryanto, 2015). Women in advertising are often imaged as a personage of association that always requires recognition and acceptance to a particular social environment. Aprilia (2005) says that women who are slim, flat-bellied, obese women can not be called beautiful.

Based on the products advertised, besides cigarette advertisement, body care advertisement are the ones that dominate TV advertisement, such as cosmetic advertisement. In cosmetic advertisement often presents how to determine and know the ideal female beauty. According to Rina Wahyu Winami (2010), the society considers that beautiful women are those who have beautiful characters and levels as shown in the commercials. The women beauty is influenced by western cultures originating from the American and European countries. The ideal standard of beauty is those with white skin, delicate face, sharp nose, etc.

One example of beauty products (cosmetics) commercial that use female model is Garnier Sakura White Series product that offers treatments for skin that can brighten, as a skin care expert, Garnier offers products to make bright and glowing skin face. Garnier advertisement provide important information for women to be smart in choosing cosmetic products that are safe to use on the face.

As one of the beauty products, Garnier has several products include whitening product which is one of the featured products from Garnier, from the preliminary observation conducted by researcher, Garnier Sakura White advertisement is one of the advertisements that success to lift whitening product of Garnier. Besides using Pevita Pearce as an influencers on its products, other celebrities who ever been starring Garnier product advertisement were Chelsea Islan, and Mint Chalinda. The similarity of the three stars of the advertisement according to the mission highlighted by Garnier is to have white and clean skin. The selection of the advertisement ambassador is adjusted based on the type and purpose of the product, for example on Garnier with Chelsea Islan as the star is considered to feature a dynamic, active young woman who is constantly moving so that a product is needed to quickly change the appearance of everyday bustle. While in the Garnier advertisement of Pevita Pearce version, it is considered to represent the glowing white image that Garnier wants to raise.

Garnier as one of the beauty products with various variations advertising, is interested to be appeal in a study. The number of advertisement running in prime time as well as the use

of more than one celebrity or influencer seem to be a contradiction when it viewed from the product price that is arguably affordable or even cheap. In advertising, many advertisings are done by a new product with the intention of capturing market share or the existing products with the intention to be market leader (Basu, 2014).

In Garnier product, the advertising orientation with shows mostly on prime time with cheap selling price is intended to remain as a market leader, based on the Sigma Research data (2018), the sales growth of Garnier products on average reached 9.67% per year in the last six years (2011-2018) (<http://sigmaresearch.co.id/tren-dan-perilaku-pasar-kosmetik-indonesia-tahun-2017/>), the growth of the industrial market is averaging 9.67% per year in the last six years 2013-2018). It is estimated that the market size of the cosmetic market is Rp. 46.4 trillion in 2018, it is also seen in other products, such as Sampoerna. It was the reason for the selection of Garnier products to be used as research material.

Product variations and objectives that want to be achieved become one of the factor of different advertisement stars selected, so that the delivery of product variations can be communicated and understood by the market (Sobur, 2016). Surehs, et al (2015) suggests that the successful model is that able to raise the brand of a product, and make itself complementary to the intended product.

Marking meaning analysis in Garnier Sakura White Series advertisement product in this study was using semiotics Roland Barthes. Semiotics is the study of the role of signs as a part of social life. Andreyano (2018) mentions that Roland Barthes semiotics emphasizes more on the interaction of text with personal experiences that have been perceived as connotations (based on personal and cultural experience) or denotation (according to the dictionary).

The study attempted to perform the advertisement comparison analysis of Garnier, starred by Pevita Pearce, Chelsea Islan, and Mint Chalinda. Puspa (2010) stated it is interesting because of the trend of women's beauty that makes many people compete to care for their body, especially the face to look bright and smooth, with this Garnier advertisement will make the audience think to have a beautiful face as the woman who is in the advertisement and will attract viewers to buy the Garnier product.

Beauty in Indonesia is defined very differently and relies heavily on local wisdom. In Jambi culture is defined as tiny, small, short, his nose, in Papua, beautiful women are sweet black women, while in Batak, wide-footed women are beautiful women. Unlike the women from West Java, Sunda, the definition of beauty, according to Meraka is bright skin and pointed nose. (<https://www.liputan6.com/lifestyle/read/3656773/amazing-turns-definition->

pretty-in-each-region-Indonesia-it-different, retrieved 10 November 2019, at 23.47). Some of these things give the meaning that there is no ideal beauty according to the Indonesian people.

This ideal beauty is not defined continuously repeatedly about the exploitation of beauty discourse (Seahwa Won and Stephen Westland, 2017). The standard of beauty is influenced by patriarchic, social, economic, and political views within a specified period (Hoed, 2001). The advertising designers later saw it as an opportunity to create beauty standards and products. Beauty standard is made to sell the products offered in the market.

Beauty is also a myth that is being constructed socially, politically, and economically in a particular culture. The beauty myth that has always exploited the woman's potential for feminists is even a myth that is regarded as one of the dominant forms of the patriarchy system (Kirsten L. Ellison, 2013). Oxford Advanced Learner's Dictionary mentions the patriarchy refers to a society, a system, or a country that is ruled or controlled by men (2000). This various stereotype adhesion to the female body has been revoking power over itself as according to Halley, the stereotype is used to define women and control them.

Women are defined in conjunction with men (Crisp, 2000). Feminist movements in the Western countries, can not be denied, is a reaction to the situation and condition of society's life. The leading cause is the "spy" for women (misogyny), a variety of wrong assumptions (stereotype) attached to women and a variety of negative imagery that embody in the value of society, culture, law, and politics (Shamim Ali and Zafar Ullah, 2015).

The Garnier advertisement as the subject of research have done on some previous studies. The main difference with previous research is the focus of the research. This research focuses on the meaning of semiotics that is rarely to be observed. The research aims to know the meaning of the ideal women's beauty with ad-cast through the advertising and message in Garnier Sakura White advertisement.

2. METHOD

The method used in this research is a qualitative method by focusing itself on visuals as the object of study, as well as how the researcher interprets and understands the code behind these signs and texts. As well as looking at social reality as something holistic or intact, complex, dynamic, meaningful and interactive symptom relationships. According to Moleong (2014:6), qualitative research is a study experienced by the subject of the research such as behaviour, perception, motivation, action, and others, holistically and by way of description in words and languages with utilizing a variety of natural methods.

The method used in this research is descriptive. Descriptive method is a method that makes descriptions systematically, factual and accurate regarding the data, the attributes and the relationship of the phenomena examined (Moleong, 2014; 26). Using this method, the researcher observes and analyze the signs and then describe each of the meanings in the advertisement being examined.

The population used in this study is the advertisement of Garnier Sakura White, which was featured on the TV or social media – YouTube, while the sample that would become the object of the study was the advertisement of Garnier Sakura White starring Pevita Pearce, Chelsea Islan, and Mint Chalinda. The reason why the researcher chose the sample because the three advertisements were the newest Garnier Sakura White advertisement, besides, that advertisement also gave some changes towards the beauty image of modern women.

The object of this research is the television advertisement of Garnier Sakura White Series. The data used in this study were primary data and secondary data. The primary data in this study was the advertisement video of Garnier Sakura White. The secondary data in this research is the supporting documentation data obtained through books, journals, or research papers that support the study. The researcher carefully observed the gesture and facial expressions in the scene or dialogue contained in the "Sakura White" advertisement, so that later the researcher can find any object that needs to be researched and related to the beauty contained in the advertisement.

Once the data is classified, the researcher then analyzed the data by applying the theory of Barthes that have been determined as the grand theory. The researcher used semiotic approach of Roland Barthes with a marking system of denotations, connotations and myths of symbols and marks that representing beauty. Continuing the study of Hjelmslev, Barthes created a map of how signs work.

Tabel 1. Map of Semiotika Roland Barthes

1. Signifier	2. Signified
3. Denotative sign	
4. Connotative signifier	5. Connotative signified
6. Connotative sign	

From Barthes map above, it appears that the denotative sign (3) consists of markers (1) and signs (2). However, at the same time, a denotative sign is also a connotative marker (4). In other words, it is a material element; only if you know the sign of "Lions", then the connotations such as self-esteem, crunching, and courage become possible.

According to Wahjuwibowo (2011), semiotics research type gives a great opportunity for interpretation. In this case, semiotics can be defined as the study of learning a wide array of objects, events, all cultures as a sign and all associated with it. The purpose of this study is to explain the hidden meanings found in the marks in the advertisement of Garnier Sakura White.

The data validity technique used in this study was the triangulation theory technique. Triangulation theory is a technique to test the validity of the data through the parsing of patterns, relationships, and covers explanations that arise from the analysis to find a theme or explanation that will later be used as a comparator (Chamin, 2008). The final result of qualitative research is a formulation of information or thesis statement. The information is further compared to a theoretical perspective that is relevant to avoid the researcher's individual bias on the findings or conclusions produced (Moleong 2014). Here is a picture of the triangulation method used.

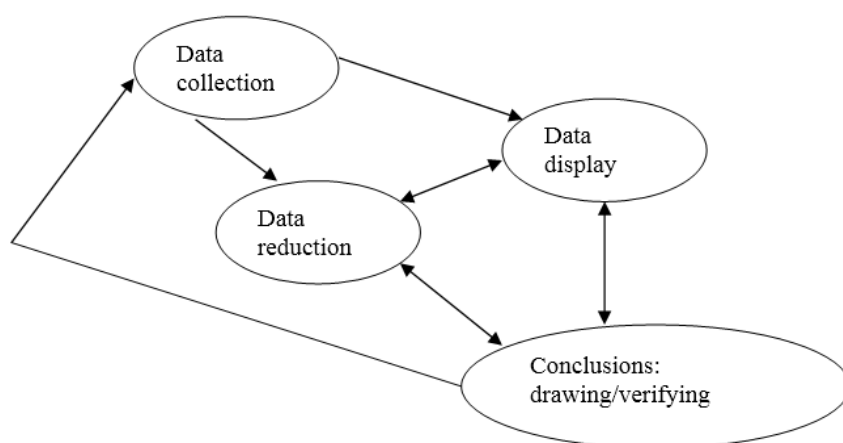


Figure 1. Triangulation Model

Figure 2 can be explained that the data triangulation consists of 1) data collection, that the collection of this data is suitable with the data collection techniques outlined above, consisting of interviews, observations, and documentation. Data collection is done as long as the required data is not adequate and will be terminated if the required data has been adequately in decision making. 2) Data reduction, reducing data means summarizing, choosing the main data, focusing on the important things, search themes and patterns.

Next is 3) data display, data presentation. Data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. Usually, the most commonly used to present data in qualitative research is with narrative text (Sugiyono, 2017:95), and the last 4) conclusions or preliminary conclusions expressed are

still temporary and will change when there is no strong evidence or support at the next stage of data collection. (Sugiyono, 2017:99).

As explained in the paragraph above, the data triangulation generally consists of three main sections, namely data collection, selecting the data to be used, and displaying the data as well as providing preliminary conclusions. Based on this, triangulation is used in this research because the researcher only wants to display, record, and present the data that is related to and in line with research conducted, as well as to manage data which is less useful and inappropriate. So, based on the triangulation of the data, the researcher will only describe the data that are related to the perception of beauty that the media is shown as a woman with white, glowing, and has a proportional body shape.

3. RESULTS AND DISCUSSION

In analysing the data about the ideal beauty of women meanings, especially those featured in a Garnier Sakura White advertisement played by Pevita Pearce, Chelsea Islan, and Mint Chalinda using the semiotic theory of Roland Barthes as the researcher has described in the research method. From the coding results that have been obtained, it will be reduced and selected then will be categorized in the appropriate category created by the researcher. The category made refers to the book "The Beauty Myth" by Naomi Wolf (2002). The researcher found women's ideal beauty construction in Garnier advertisement as follows:

3.1 Women with White, Smooth and Toned as Ideal Women's Construction.

Women who have white skin are regarded as timeless forms of beauty, with modest care, white skin will still shine and give confidence to the owner. On the other hand, white skin is considered to present the perfect woman, white skins are confounded as smooth and toned skin. Women who have white, smooth and toned skin are considered as beauty presentations and become beauty presentation that must be followed by everyone.

In that advertisement, the dream beauty is symbolized by white, smooth and toned skin, which is the connotations of the youth with toned and manicured skin. The white, smooth and toned skin refer to the symbol of symptoms influenced by a patriarchy cultural view, where beauty is only seen based on the male viewpoint that beautiful women are they who are young, with ideal body shape and toned skin.

In the advertisement of Garnier Sakura White that became the object of this study, they tried to demonstrate that by using the products of Garnier Sakura White, those with "dark" skin can have brighter skin and shine in a short time. Refractive comparing between models that use the product (Garnier Sakura White) with models that do not use the product

is always displayed in almost all beauty products, especially skin whitening products so that there is virtually no difference between one advertisement with another advertisement, which distinguishes the advertised product, the location of the shoot, and the model used. The equations between one advertisement and the other advertisement also reinforce the perception that it has a white, glowing and proportional body shape.



Figure 2. Garnier Sakura White Pevita Pearce Advertisement

Table 2. Garnier Sakura White Pevita Pearce Advertisement

Denotative Markers	Marked Denotative
A screenshot of a smartphone that displays two best friends. Their age was around 20 years old. One has a darker face than the other. The photo with the blooming cherry blossom trees as the background. The darker-faced model has shoulder-length hair and wore a light blue shirt, while the other model wore a pink sleeveless shirt with tied hair.	A pair of best friends are on a selfie, one has a brighter skin than the other. The darker skin model reveals a surprised expression, while the whiter skin model seems to find excitement.
Denotative Signs	
Garnier Sakura White models are women in their 20s with smooth and white skin and the other with darker skin, with neat teeth, being on the lake, and will do a selfie. The background is cherry blossoms, in which the one model shows a surprised expression and the other model smiles happily.	
Connotative Markers	Conotatives Marked
A woman on their 20s in the advertisement of the Garnier Sakura White is on the lake, will do a selfie with her friend. The one shows a surprised expression and the other happily smile.	Comparing darker-skinned models and white-skinned models, the cherry blossom background is pink, giving the perception that brighter skin performs better on cameras.



Figure 3. Garnier Sakura White Pevita Pearce Advertisement

Table 3. Garnier Sakura White Pevita Pearce Advertisement

Denotative Markers	Marked Denotative
Two best friends were in the park with a growing cherry blossom tree. A long-haired model wears a pink sleeveless with a purple feature. Next to her is a girl with shoulder-length hair, wearing a pink shirt, also smile. Both have bright, cheerful and happy faces. The photo's background looks like a lake.	An Asian-faced woman, with white, neat teeth stand aside from her friend who has darker skin and will do a selfie.
Denotative Signs	
Garnier Sakura White model is a woman in their 20s with white smooth skin and neat teeth, being on the lake, will do a selfie with her friend with darker skin.	
Connotative Markers	Conotatives Marked
A woman on her 20s in the advertisement of Garnier Sakura White is on the lake, will do a selfie with her friend.	White, free of wrinkles, and young.



Figure 4. Garnier Sakura White Chelsea Islan Advertisement

Table 4. Garnier Sakura White Chelsea Islan Advertisement

Denotative Markers	Marked Denotative
A woman model in her 20s with a happy smile and a sparkling face staring at the sunlight. The model depicted being awake and still in the room with white blankets and pillows that seemed contrasting with the woman's sparkling face.	A young woman in a pink outfit, look smiling happily staring at the sunlight that enters the room.
Denotative Signs	
A young woman, just waking up from sleep, with a cheerful face and a happy smile staring at the sunlight coming into the room	
Connotative Markers	Conotatives marked
A young woman in the room just woke up from sleep with a happy smile and bright white face staring at the sunlight.	A Model that remains pretty, without makeup with a happy smile and a bright face.



Figure 5. Garnier Sakura White Chelsea Islan Advertisement

Table 5. Garnier Sakura White Chelsea Islan Advertisement

Denotative Markers	Marked denotative
Two best friends were posing in a park, with blossom sakura trees. The model on the left has shoulder-length hair, a happy smile and sparkling skin, dressed in a pink outfit. Next to her is a hijab girl with a pink outfit, and a long-sleeved dress that is also pink. Both seemed happy and cheerful.	A joyful best friends are spending time together on a park with a background of cherry blossom trees.
Denotative Signs	

Garnier Sakura White's model is a woman in her 20s with smooth and white skin, shoulder-length hair, just waking up, inviting her roommate to do a selfie with the background of Mount Fujiyama and Sakura tree.	
Connotative Markers	Conotatives Marked
A woman on her 20s in the advertisement Garnier Sakura White in the room will do a selfie with her roommate.	Stay beautiful at all times and conditions.



Figure 6. Garnier Sakura White Mint Chalinda Advertisement

Table 6. Garnier Sakura White Mint Chalinda Advertisement

Denotative Markers	Marked Denotative
A couple of young ladies, in their 20s. One has long hair, white, smooth and toned skin, and has a beautiful smile, is taking pictures with her friend on a park. Her friend has shoulder-length hair, posing on a garden filled with cherry blossoms. Both models wore a white shirt.	A cheerful pair of friends posing in a park with cherry blossom background.
Denotative Signs	
A pair of Garnier models with happy smiles are posing on a park full of cherry blossoms	
Connotative Markers	Conotatives Marked
A pair of best friend in their 20s are posing in a park with happy smiles, both have white and bright skin.	Beautiful is slim, propositional, young, with white skin.



Figure 7. Garnier Sakura White Mint Chalinda Advertisement

Table 7. Garnier Sakura White Mint Chalinda Advertisement

Denotative Markers	Marked Denotative
A young woman, aged 20s, has long hair, has white, smooth and toned skin, has a beautiful smile, wearing two pieces dress, is in a park filled with Sakura, with friends who have darker skin.	A young woman in her 20s has a beautiful face with white, smooth and toned skin, in the Sakura park is taking photos with her friend.
Denotative Signs	
Garnier Sakura White Model is a 20s woman with white smooth skin, has long hair. Being in a park filled with Sakura trees, taking a photo with her best friend.	
Connotative Markers	Conotatives marked
A woman in her 20s in the advertisement of the Garnier Sakura White is in a park, taking pictures with his best friend.	Beautiful is slim, proportional and young.

Garnier Sakura White shows that the ideal woman is those who have white and toned skin, and always smiling on every occasion, and has strong confidence. Garnier Sakura White invites women who do not have a beauty standard as they have to use Garnier Sakura White product to get the beauty as shown in the advertisement. This makes women believe that the products being advertised provide an instantaneous influence on the beauty of the skin as they show in advertisements on printed and electronic media. Based on research, until now, no beauty product can whiten skin instantaneously, tighten the skin appropriately, the natural process of wrinkles arising on the skin can not be prevented but only inhibited.

Further Auarini (2006) raises an obsession with white, and everything marked as white is not merely an obsession with a form of beauty, but beyond that, as Bell

Hook says, obsession on white skin can be categorized as a nostalgic colonial, even a colonial trauma (Aquarini, 2006). The idea of being cleaned and destroyed (purifying) not only contains racial significance but also the meaning of the class. Therefore blacks need to be purified because they are naturally black, dirty, and wild. In the dichotomy of imperial culture and colonised nature, white marks the state of cultured, clean, and pure (Aquarini, 2006).

Related to the selection of models used in the advertisement of Garnier Sakura White, the researcher saw that there is a contradiction between the advertisement displayed with the model used. The advertisement using cherry blossoms and Mount Fujiyama as the background, this indicates that the product is made in Japan, or at least related to the Japanese, as it is known that the cherry blossoms and Mount Fujiyama are one of the characteristics of Japan, while the model takes beauty construction based on the western media, which are toned and white skin, has a proportional body and has non-slanted eyes.

The selection Sakura White name for the product also refers to Japanese culture. For Japanese people, cherry blossoms are an important symbol that often associated with women, life, and death, so cherry blossoms or Sakura can be found everywhere in Japan. Sakura is associated with a woman because she is beautiful and beautifully regarded as a blooming cherry blossom bringing serenity and happiness. It is shown that Sakura is an important flower in the life of the Japanese, where everyone praised it in bloom after the Japanese people passed through the heavy winters (Hastuti, 2018). In connection with Garnier Sakura White product, it is hoped that all of the users of this product will always be beautiful and beautifully seen like cherry blossom and bring peace and happiness to all who see them, both the serenity and the outward happiness and the tranquillity that comes from the heart.

Another thing that attracts the researcher's attention is the colour selection of clothes that are similar to cherry blossoms. According to the researcher, it is used to further assert that the skin is bright, where it will be obtained with the use of Garnier Sakura White products, anybody can use any colour outfit and will still look attractive. Besides, the colour selection of the clothes of the Garnier Sakura White's models is also based on the colour of cherry blossoms that is generally bright pink and white. This is as stated by Cuk (2018), the colour of cherry blossoms is generally bright pink and white, but some types of cherry blossom have dark pink and yellowish-white, some

types of cherry blossoms change its colour when its bloom, at the beginning of the blooming they become white and a few days later the flowers will turn pink.

Myth is created because the meaning of connotations are repeated and continuously so that the truth is believed. Related to the advertisement of skin whitening beauty products Garnier Sakura White starring Pevita Pearce, Chelsea Islan, and Mint Chalinda, the myth that the researcher caught is that beautiful women should have white, shining, and bright skin, with proportional body shape. Garnier Sakura White tries to offer that to acquire the ideal beauty of white skin can be done by using the product of Garnier Sakura White, further also gives the dream that in addition to white skin, the consumers of Garnier Sakura White will also get toned and glowing skin as the beauty ideal that is considered by many women.

3.2 Proportional Body Shape as Ideal Beauty Construction

In the advertisement of Garnier Sakura White, played by Pevita Pearce, Chelsea Islan, and Mint Chalinda, showed women with an ideal proportion of body shape, slim and proportional size. The selection of such an advertisement model is to form a community myth that beautiful women are slim women with ideal body shape. That is, of course, contrary to the original Indonesian beauty construction, where every tribe in Indonesia has an original beauty construction that is different from what is shown in the advertisement.

Based on the three commercials of Garnier Sakura White, it explained about the myth that the ideal beauty of women is a slim woman who has a proportional body, curved waist, and flat stomach. Before 1965, a beautiful woman was synonymous with "all-round" before she finally emerged a skinny British model that emerged a world-renown. After that, the skinny body began to be loved by people. The image of a beautiful woman when having a large body is shifted by a new perspective, i.e. beautiful women are skinny women. (Ella and Yepa, 2004).

Women in commercials often show bright, glowing faces with slim and proportional body shapes. Directly or indirectly disseminate and preserve the gender ideology that participated in television. Through television, women are asked to adapt to the hopes of society to behave according to what is shown on television. A strong advertisement exposure helps for "agent" in the socialization of an ideology. Women whose faces often appear on television are often disadvantaged by the depiction of passive women, depending on the man, primarily, accepting decisions made by men, and just as a sex symbol.

According to Dwita (2018), the history of the female body in the political economy of capitalism is the history of her imprisonment as a "sign" or a pin fragment. The advanced capitalist economy has changed towards the use of "body" and "passion" as the commodity centre point. The body became part of the semiotics of commodities that traded commodity capitalism, meaning and desire (Dwita, 2018).

In the media, slender women are also often depicted as a figure who always has a handsome couple and always look happy (Bestiana, 2012). Wolf (2002) also stated that women want to be beautiful because men want to have beautiful women. The desire of women to be seen by men is also not detached from the role of mass media representing beautiful women as men want. Laura Mulvey in Kellner (2006) explains that the representation of the woman on the screen of the camera is simply a man's spectacle object or called a man's gaze. Man's gaze theory by Laura Mulvey suggests that camera lenses are like men's eyes and women on camera screens constructed by men, to be seen by men as objects rather than subjects.

The use of models that have the ideal body shape in skin whitening beauty products as found in the advertisement of Garnier Sakura White, according to the researcher can be said a little exaggerated. Garnier Sakura White Advertisement is a product that offers the consumers to have glowing white skin and brighter on various occasions, even when waking up, this is when we look at the main purpose of the product that should not always be shown by a woman with proportional body shape, but also to all women. Still, according to the opinion of the researcher, the selection of models that have proportional body shape is only to expose the beauty of the woman's body, because almost all advertisement that used women as a model, women are only treated as objects as stated by Kellner (2006). Kellner (2006) suggests that women are only as an object to be looked by men, even though in the advertisement of Garnier Sakura White, the product is aimed at women.

3.3. Beauty Construction According to Media

The construction of beauty that is carried by media, both conventional media and internet media can be western beauty. One of them, and the dominant, beauty is having white skin (Imam 2019). White skin is a beauty standard for women, especially in Asia. The cause is not racism but rather to lifestyle influences and recognition. Further priests (2019), says that dark skin symbolizes dirty, ugly look like a poor person. It was because in ancient times the poor people who worked in the fields and were always exposed to sunlight that caused their skin to be dark. While the employers who work in

the room, of course, the skin looks brighter. That's why white skin looks like wealthy people or having a high-level life.

The stigma or view of such beauty standards based on white skin colour has become a majority view in the community environment. For, social and media environments, such as television, magazines, and even social media in today's digital age, indirectly contribute to forming these standards (Permana, Abdullah and Mahameruaji, 2019). As a result, many beauty product commercials use white models for their advertisement and the products they offer also promised to whiten the consumers' skin.

As if the advertisement had managed to create the view that white women are beautiful. But the real beauty standard is not based on skin colour. Having white and bright skin can not necessarily be judged as a beautiful woman (Puspita and Nurhayati, 2018). However, as a result of the creation of the mindset that has been run in the lives of our society, for those who tend to be dark or brown-coloured skin, of course, this is enough to lower the confidence.

One way to introduce products to the community is to use media, both print media and electronic media. Along with the development of technology that moves so fast, the selection of audio-visual media becomes the main choice in advertising (Aprilia, 2005). Regardless of the use of audio-visual advertisement makes the message delivered faster, it is also easy to remember and can be displayed on a variety of devices.

The effect of an audio-visual advertisement, manufacturers are required to not only display excess products, but also a good selection of views, easy to remember, and already known by the target market. Those three are the main aspects of an audio-visual advertisement.

Garnier Sakura White, as one of the beauty products that also use the audio-visual advertisement, can not be separated from the three main considerations. Based on a Garnier Sakura White advertisement starring Pevita Pearce, Chelsea Islan, and Mint Chalinda, the main thing in the advertisement through audio-visuals is fulfilled. The model used is a rising artist, they appear not only as an advertisement star but also as a film player and soap opera actress so that the community feels familiar and close to the model used, then with the three models selected, Garnier Sakura White will be memorable.

The next aspect is good to see. From the analysis of the three stars of Garnier Sakura White advertisement, the researcher found the myth formed by the advertisement that the woman who has the ideal beauty is a young woman. This young woman can be seen from her toned skin and not wrinkled. According to Naomi Wolf (2002), The beauty of women built in the community is seen from her physical appearance, one of them is having a young age. The characteristics of young women according to Julian (2016) are women who have toned skin and according to Banhi (2019) also have skin that is not dry (wrinkles).

The construction of beauty, as shown in the advertisement as the ideal beauty built by Western culture. The mass media also had an important role in the development of this beauty. Wolf (2002) also states that through mass media the construction of beauty is always reproduced. In line with Wolf, Laura Mulvey in Kellner (2006) adds that women who unconsciously understand what the media is showing is an ideal form of beautiful women.

Although without realizing it, the beauty construction is different from the original beauty constructions from Indonesia, that in every tribe and culture has a different beauty construction. In research conducted by PUSPA (2010) found that the construction of the original Indonesian women's beauty was also influenced by the colonial period, especially colonization by the Dutch, at this time the original Indonesian women's beauty construction is having oriental skin, brown-coloured skin, dress a little open, has adherence to her husband, and "naughty" is the bed. Still, according to Puspa (2012), The construction puts that the woman is not white has an inferior value compared to the white. The natural beauty of Indonesian women is also presented as a beautiful woman who develops in the culture of the society in Indonesia. Long loose hair, the use of dress in everyday life, the use of accessories such as necklaces, bracelets, rings and hair accessories, pastel colours and bright colours as well as the use of natural makeup into a representation or sign of women's beauty that develops in the culture of the society in Indonesia. Simply, the beauty displayed on Garnier Sakura White advertisement does not display the beauty of the original Indonesian women, where the model used is less presenting the beauty construction of Indonesian women.

The examples are the use of young models in television commercials and magazines. As represented in the advertisement of Garnier Sakura White. All advertisement use young female models, which can be seen from smooth, white and

toned skin. It strengthens the construction of young women who are regarded as ideal women's beauty. Therefore, as Wolf said (2002) young women become worried about having dark skin, more commonly referred to as brown skin. Advertisement imposes the will to young women, who are in their 20s and still have unstable emotions to believe the ideal beauty is a woman who has a white, smooth and toned skin and has a proportional body shape.

The perception that white skin as a form of beauty is the result of planting perception is done in a massive mass media (Evelyn, 2018). Winami (2010) suggests that in Indonesia, white skin is regarded as a symbol of social status, power, wealth, and especially beauty. So, beauty treatment to have white skin is increasingly rushed to this moment, this is a less precise perception for dark skin that is considered inferior and somehow always seen as dirty, ugly, or even unhealthy.

The meaning that white skin is part of beauty is inseparable from the power and influence of the mediae, especially advertisement and television. Advertisements often show that the white skin will have more value compared to the dark skin, the advertisement also creates a perception that the white skin is an achievable goal (Jha, 2018). Indirectly the perception instilled by the advertisement will form the public opinion that the white skin is superior to other skin tones, the perception of the opinion is increasingly massive with the selection of models used in the beauty product dominated by women who have white skin (Hernal, Phillippa and Nadia, 2018).

Further expressed by Evelyn (2018), the perception of white is more "good" than other colour skin is also influenced by the colonial period of Western colonization, particularly the British, Portuguese and Dutch, in Asia, particularly in southeast Asia and South Asia, which the majority of its citizens have colour-coloured skin. The average British, Portuguese and Dutch women have whiter skin, feel superior, so that in the colony that has women with white skin considered to be more beautiful than woman with dark skin (Oberiri, 2018), from that explanation it is clear why should the women with white skin often be used as reference as a beautiful woman. Thus the women with white skin are likened to the fairness product that can be purchased and applied.

The perception of beauty known in advertisements is generally divided into Western beauty and Asian beauty, where the exotic beauty of Asia is divided into Yellow Race (Japan, Korea, China), Middle East, and southeast Asia (including Indonesia (Hoed, 2011)). The selection of the model on the advertisement of Garnier Sakura White by using a model that has a tall body, proportional body, white skin and

has a face that looks like a European race, is a form of planting perception done by the media and will be more profitable commercially.

4. CONCLUSION

Based on the analysis of the three-star of Garnier Sakura White advertisement played by Pevita Pearce, Chelsea Islan, and Mint Chalinda, the researcher found that in three commercials there was a beauty construction that originated in Western culture, which is divided into three main categories: women who have white skin, have a glowing face and slim. The three subjects meet the ideal beauty category according to a Western culture based on the beauty myth of Naomi Wolf (2002). In the video of the advertisement, Pevita Pearce, Chelsea Islan, and Mint Chalinda are ideal beauty built based on a young age (having white and smooth skin), beautiful face as well as shining and slim body (excessive fat deficiency in some parts Body (proportional)).

These three categories refer to the ideal beauty built by Western cultures and do not reflect the natural beauty construction of Indonesian women who have different beauty constructions on each ethnic group. This research reinforces the previous study of ideal women's beauty built by the mass media especially advertisement. This limitation of this research focuses only on the construction of Western bias on the ideal beauty of women through the physical form of the body so that suggestions for further research can increase the focus on beauty based on the inner beauty in determining the beauty.

ACKNOWLEDGEMENT

Alhamdulillah, all praise to Allah SWT, with His guidance and His mercy, the researcher can complete this scientific publication. Thank you very much to the supervisor, Mr. Yudha Wirawanda who patiently, sincerely guides and always gives direction to the researcher. No less important, a big thank you to my father and mother, family and friends who sent endless prayers and support until the researcher completed this research.

BIBLIOGRAPHY

Amin, Octa Lidya Ghaisani. 2006. *Representasi Kecantikan Perempuan pada Iklan Dove Versi "Real Beauty Sketches"* Di Situs Youtube. Jurnal Commonline Departemen Komunikasi| VOL. 4/ NO. 1

- Andreyano, Dimas. 2018. *Analisis Semiotika Komunikasi Virtual Player Game Dota 2 dalam Menerapkan Strategi Psywar*. JOM FISIP Vol. 5 No. 1 – April 2018
- Aprilia, Dwi Ratna. 2005. *Iklan dan Budaya Populer: Pembentukan Identitas Ideologis Kecantikan Perempuan oleh Iklan (Analisis Semiotika Iklan Cetak WRP Body Shape & Prolene)*. Yogyakarta: Universitas Atma Jaya. Volume 1, Nomor 2, Juni 2005
- Aquarini. 2006. *Budaya Feminis: Tubuh, Sastra, dan Budaya Pop*. Yogyakarta: Jalasutra
- Ardianda. 2016. *Representasi Kecantikan dalam Video Klip Bercahaya (Analisis Semiotika John Fiske Dalam Iklan Kosmetik POND'S)*. e-Proceeding of Management : Vol.3, No.2 Agustus 2016 | Page 2549
- Banhi Jha. 2019. Representation of fair-skin beauty and the female consumer. *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)*. Volume 21, Issue12, Ver. 8 (December. 2019) PP 01-12 .
- Barthes, Roland. 2007. *Petualangan Semiologi*. Yogyakarta: Pustaka Pelajar
- Basu Swastha Dharmmesta. 2014. *Manajemen Pemasaran*. Yogyakarta: BPFE.
- Berger, Arthur Asa. 2010. *Pengantar Semiotika: Tanda-Tanda Dalam Kebudayaan Kontemporer*. Yogyakarta: Tiara Wacana.
- Budiman, Kris. 2011. *Semiotika Visual*. Yogyakarta: Jalasutra
- Deny Triadi dan Addy Sukma. 2010. *Ayo Bikin Iklan: Memahami Teori & Praktek*. Jakarta: Elex Media.
- Dwita Desliana dan Wijayani Isna. 2018. Gender Equality In Media Television (Semiotics Analysis Of Fair And Lovely Advertisement Issue Of Marriage Or Master Degree). *Komuniti*, Vol 10, No. 1, Maret 2018.
- Evelyn Yeung. 2018. White and Beautiful: An Examination of Skin Whitening Practices and Female Empowerment in China. *The Undergraduate Journal of the Athena Center for Leadership Studies at Barnard College*. Vol. 3, Iss. 1 (2018), Pp. 35-47.
- Fiske, John. 2004. *Cultural and Communication Studies*. Yogyakarta: Jalasutra.
- Fiske, John. 2012. *Introduction to Communication Studies, Second Edition. Penerjemah Hapsari Dwiningtyas. Pengantar Ilmu Komunikasi, Edisi Kedua*. Jakarta: Raja Grafindo Persada.
- Fiske, John. 2012. *Pengantar Ilmu komunikasi /John Fiske; penerjemah Hapsari Dwiningtyas.- Ed. 3-1*. Jakarta: Rajawali Pers.
- Girija KS dan Basavaraja G. 2019. Globalization And Commodification Of Beauty – How Setting Beauty Standards Have Violated Women’s Rights??. *Political Science*. Volume-8, Issue-2, February-2019.

- Hastuti Nur. 2018. Daya Tarik Bunga Sakura Bagi Masyarakat Jepang. *Jurnal Izumi*, Volume 5. No. 1, Tahun 2018.
- Hernal Shroff, Phillippa C Diedrichs, dan Nadia Craddock. 2018. Skin Color, Cultural Capital, and Beauty Product: An Investigation of the Use of Skin Fairness Products In Mumbai, India. *Frontienes in Public Helath*, Jauary 2018, Volume 2018. Volume 8, Article 356.
- Hoed, B. H. 2011. *Semiotik & Dinamika Sosial Budaya*. Depok: Komunitas Bambu
- Imam Nuraryo. 2019. Kultur Pop Dan Diskursus Ideologi Kecantikan Pada Iklan Di Televisi. *ProTVF*, Volume 3, No. 2, 2019, hlm. 171-184
- Kirsten L. Ellison. 2014. *Age transcended: A Semiotic And Rhetorical Analysis Of The Discourse Of Agelessness In North American Anti-Aging Skin Care Advertisements*. *Journal of Aging Studies* 29 (2014) 20–31
- Kris Budiman. 2011. *Semiotika Visual Konsep, Isu, dan Problem Ikonisitas*. Yogyakarta: Jalasutra.
- Kriyantono, Rachmat. 2013. *Manajemen Periklanan: Teori dan Praktek*. Malang: UB Press.
- Liliweri, Alo. 2012. *Gatra-Gatra Komunikasi Antarbudaya, Edisi kedua*. Yogyakarta: Pelajar Offset.
- Lustyantie, Ninuk. 2012. *Pendekatan Semiotik Model Roland Barthes Dalam Karya Sastra Prancis*. Artikel disampaikan pada Seminar Nasional FIB UI, 19 Desember 2012.
- Marcel Danesi, 2010. *Pesan, Tanda dan Makna: Buku Teks Dasar Mengenai Semiotika dan Teori Komunikasi*. Yogyakarta: Jalasutra.
- Melliana, Annastasia. 2006. *Menjelajah Tubuh Perempuan dan Mitos Kecantikan*. Yogyakarta: LkiS.
- Moleong, Lexy J. 2014. *Metode Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Oberiri Destiny Apuke. 2018. Why Do Women Bleach? Understanding the Rationale behind Skin Bleaching and the Influence of Media in Promoting Skin Bleaching: A Narrative Review. *Global Media Journal* 2018
- Permana, S. M. P., Abdullah, A., Mahameruaji, J. M. 2019. Budaya Menonton Televisi di Indonesia: Dari Terrestrial Hingga Digital. *ProTVF* 3(1). 53-67. DOI: <https://doi.org/10.24198/ptvf.v3i1.21220>.
- Puspita, D. F. R., dan Nurhayati, I. K. 2018. Analisis Semiotika John Fiske Mengenai Realitas Bias Gender Pada Iklan Kisah Ramadhan Line Versi Adzan Ayah. *ProTVF*. 2(2). 157-171. DOI: <https://doi.org/10.24198/ptvf.v2i2.20820>.
- Puspa, Ratih. 2010. Isu Ras dan Warna Kulit dalam Konstruksi Kecantikan Ideal Perempuan. *Jurnal Komunikasi. Departemen Komunikasi. FISIP. Universitas Airlangga. Surabaya. Tahun 2010. Volume 23, Nomor 4. Hal 312-323*

- Rachmat Kriyantono. 2013. *Manajemen Periklanan: Teori dan Praktek*. Malang: UB Press.
- Rogers. 2009. *Barbie Culture: Ikon Budaya Konsumerisme. (Terjemahan)*. Yogyakarta: Relief.
- Rusmana, D. 2014. *Filsafat Semiotika: Paradigma, Teori, dan Metode Interpretasi Tanda dari Semiotika Struktural Hingga Dekonstruksi Praktis*. Bandung: Pustaka Setia.
- Santosa, Sigit. 2009. *Creative Advertising: Petunjuk Teknis Mempersiapkan Iklan Cetak dan Elektronik dengan Efisien*. Jakarta: Kompas Gramedia.
- Seahwa Won and Stephen Westland. 2017. *Product-specific Colour Meanings: A Semiotic Approach*. Journal of the International Colour Association (2017): 18, 43-59 .
- Servience in Lumine Veritati. “ *Semiotika Visual* “. Open Dictionary Wikipedia, diakses dari e-journal.uajy.ac.id > 2EM15583, pada tanggal 19 Oktober 2019.
- Seto Indiwan. 2013. *Semiotika Komunikasi Aplikasi Praktis Bagi Penelitian dan Skripsi Komunikasi. Edisi 2*. Jakarta: Mitra Wacana Media.
- Shamim Ali dan Zafar Ullah. 2015. *Semiotic Insight into Cosmetic dvertisements in Pakistani Print Media*. International Journal Of Humanities And Cultural Studies ISSN 2356-5926. Volume 2. Issue 1. June 2015.
- Sigit Santosa. 2009. *Creative Advertising: Petunjuk Teknis Mempersiapkan Iklan Cetak dan Elektronik dengan Efisien*. Jakarta: Kompas Gramedia.
- Sobur, Alex. 2009. *Analisis Teks Media: Suatu Pengantar Untuk Analisis Wacana, Analisis Semiotik dan Analisis Framing*. Bandung: Remaja Rosda Karya.
- Sobur, Alex. 2016. *Semiotika Komunikasi*. Bandung: Remaja Rosdakarya.
- Sudaryanto. 2015. *Metode dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan Secara Linguistik*. Yogyakarta: Sanata Dharma University Press.
- Sugiyono. 2017. *Penelitian Kualitatif, Kuantitatif dan HRD*. Bandung: Alfabeta
- Sui Yan, Fan Ming. 2015. *Reinterpreting Some Key Concepts in Barthes' Theory*. Journal of Media Communication Studies, 17(3), 60-65.
- Tinarbuko Sumbo, 2009, *Semiotika Komunikasi Visual*. Yogyakarta: Jalasutra
- Wahjuwibowo, Indiwan Seto. 2011. *Semiotika Komunika. Aplikasi Praktis Bagi Penelitian dan Skripsi Komunikasi*. Jakarta: Mitra Wacana Media
- Widyatama, Rendra. 2009. *Pengantar Periklanan*. Yogyakarta: Pustaka Book Publisher.
- Winami, Rina Wahyu. 2010. *Representasi kecantikan perempuan dalam iklan*. Jurnal Ilmu Komunikasi vol. 02 no. 02

Wolf, Naomi. 2002. *The Beauty Myth*. New York: Harper Collins Publishers

Yuwana Cuk. 2018. Makna Bunga Sakura Bagi Masyarakat Jepang. *Parafrase Vol 10 No. 01 Februari 2018*.

<https://www.suara.com/lifestyle/2016/10/15/061300/ini-sebabnya-perempuan-indonesia-ingin-punya-kulit-putih>, diakses tanggal 20 Desember 2019, jam 23.50